

## HOMETOWN HUDDLE GRANT APPLICATION

1/6

*The NFL/United Way Hometown Huddle is a league-wide program designed to bring awareness and impact to the issue of youth health and fitness. The United Way/NFL partnership connects NFL PLAY 60 with United Way's goal of 1.9 million more healthy young people by 2018.*

*Designed to tackle childhood obesity through 60 minutes of daily physical activity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like United Way. PLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs.*

*To celebrate NFL/United Way Hometown Huddle, the Carolina Panthers will award PLAY 60 grants to local schools or youth service organizations across North Carolina and South Carolina. All grant funding will be designated to support youth health and wellness programming, which may include:*

- *PLAYGROUND OR GYMNASIUM REFURBISHMENTS*
- *PURCHASE OF PHYSICAL EDUCATION OR ATHLETIC EQUIPMENT*
- *INTERACTIVE FITNESS TECHNOLOGY INSTALLATIONS*

*Youth service organizations in North and South Carolina are encouraged to apply for the Hometown Huddle PLAY 60 grants. To apply, simply complete the application and mail to the Carolina Panthers Community Relations Department to the address below:*

*Carolina Panthers Community Relations  
Attn: Hometown Huddle Grant  
800 South Mint Street  
Charlotte, NC 28202*

### **COMPLETED APPLICATION PACKAGES MUST BE POSTMARKED BY SEPTEMBER 1ST OF THE CURRENT YEAR.**

*All applications must be submitted by a Principal, Vice Principal, or Executive Director and must be accompanied by a formal request on organizational letterhead. The Carolina Panthers and the United Way will review all applications and will select recipient schools by LATE SEPTEMBER.*



## HOMETOWN HUDDLE GRANT APPLICATION

2/6

### HOMETOWN HUDDLE GRANT APPLICATION CHECKLIST

YOU MUST FOLLOW THESE GUIDELINES TO SUBMIT A COMPLETED APPLICATION. THE TEAM WILL NOT CONSIDER INCOMPLETE APPLICATIONS:

1. COMPLETE THE ITEMS IN YOUR GRANT APPLICATION IN THE ORDER LISTED BELOW.

- NAME OF ORGANIZATION
- COMPLETE THE GRANT APPLICATION SUMMARY
- HAVE THE GRANT APPLICATION SUMMARY SIGNED BY THE PRINCIPAL OR CHIEF EXECUTIVE OFFICER OF YOUR ORGANIZATION
- COMPLETE THE GRANT NARRATIVE
- COMPLETE THE PROJECT BUDGET FORM

2. ATTACH A COPY OF YOUR ORGANIZATION'S OFFICIAL NOTICE OF TAX EXEMPT STATUS FROM THE IRS, OR EXPLAIN IN YOUR COVER LETTER IF NOT INCLUDED. IF YOUR ORGANIZATION IS EXEMPT AS A LOCAL UNIT OF A NATIONAL ORGANIZATION, ATTACH CERTIFICATION OF MEMBERSHIP. (NOTE: DO NOT SEND YOUR FEDERAL TAX ID NUMBERS NOTICE OR YOUR STATE TAX EXEMPTION LETTER AS THESE ITEMS DO NOT MEET THIS REQUIREMENT.)

3. SUBMIT YOUR APPLICATION BY MAIL TO THE ADDRESS BELOW.

**FORMAT REQUEST: PLEASE DO NOT SUBMIT YOUR APPLICATION IN A SPECIAL BINDER OR NOTEBOOK OR INCLUDE ANY ADDITIONAL INFORMATION THAT IS NOT REQUESTED IN THIS GRANT APPLICATION**

### GRANT DISBURSEMENT

- GRANT REQUESTS WILL BE ACCEPTED BY SEPTEMBER 1ST OF EACH YEAR. APPLICANTS WILL BE NOTIFIED IN LATE SEPTEMBER IF THEIR APPLICATION HAS BEEN APPROVED OR DECLINED. GRANT DISTRIBUTIONS WILL BE MADE IN OCTOBER.
- ALL QUESTIONS SHOULD BE DIRECTED TO THE COMMUNITY RELATIONS DEPARTMENT AT [COMMUNITY.RELATIONS@PANTHERS.NFL.COM](mailto:COMMUNITY.RELATIONS@PANTHERS.NFL.COM) / 704-358-7000.

### FUNDING GUIDELINES

- FUNDING IS AVAILABLE TO SCHOOLS AND NON-PROFIT YOUTH SERVICE AGENCIES IN NORTH AND SOUTH CAROLINA.
- THE MAXIMUM GRANT AMOUNT OFFERED THROUGH THE HOMETOWN HUDDLE GRANT PROCESS IS \$5,000.
- PROJECTS MUST BE SUSTAINABLE REQUEST TO BENEFIT SALARIES, WAGES OR OTHER GENERAL OPERATING EXPENSES WILL NOT BE CONSIDERED.
- ORGANIZATIONS MUST BE RECOGNIZED AS TAX EXEMPT UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE.
- DUE TO THE VOLUME OF APPLICATIONS, WE DO NOT PROVIDE WRITTEN FEEDBACK ON PROPOSALS THAT ARE NOT FUNDED.



## HOMETOWN HUDDLE GRANT APPLICATION

3/6

### GRANT APPLICATION SUMMARY

Applicant Organization \_\_\_\_\_ Date of Incorporation \_\_\_\_\_  
Contact Name \_\_\_\_\_ Amount of Grant Request \_\_\_\_\_  
Job Title \_\_\_\_\_ Current organization budget \_\_\_\_\_  
Email \_\_\_\_\_ Total Budget for the Project \_\_\_\_\_  
Telephone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**NAME OF PROJECT:** \_\_\_\_\_

Please concisely address the following on this page only:

*(1) YOUR ORGANIZATION'S MISSION STATEMENT.*

*(2) PLEASE PROVIDE A BRIEF OVERVIEW OF THE PROJECT FOR WHICH YOU ARE SEEKING SUPPORT, AND HOW IT WILL SUSTAIN OVER TIME.*

#### **APPROVAL OF PRINCIPAL OR EXECUTIVE OFFICER:**

*We have reviewed and approved submission of this grant request. We certify that the applicant organization does not discriminate on the basis of race, color, age, gender, sexual orientation or national origin. We also certify that our most recent IRS notification of our organization's 501(c)(3) status is attached to this application and that the organization has received no notice from the IRS of any proposal, threat or suggestion to revoke or modify this determination.*

Principal / Executive Officer Signature / Date \_\_\_\_\_

Principal / Executive Officer Name (print) \_\_\_\_\_



## HOMETOWN HUDDLE GRANT APPLICATION

4/6

### NARRATIVE

Please answer the following questions on the following Grant Narrative Response page. Your compiled responses should not exceed one (1) page.

1. In a short paragraph, please describe the program/project for which you are requesting funds, if time sensitive, please include the date. Also, include how many youth will be served, scope of program and geographic area of program participants (Be specific: race, age, ethnicity, gender, neighborhood, geographic area, socio-economic groups, geographic area, percentage of community included, etc.).
2. Why did you decide to pursue this project? Is it a new or ongoing part of your organization?
3. What do you hope to accomplish (outcome) with this project?
4. What are the activities or steps do you plan to use to reach these outcomes? Please include the responsible staff person and estimated dates for completion.
5. Detail any current or past relationship with the National Football League, NFL Play 60 or Fuel Up to Play 60, Carolina Panthers, Carolinas Stadium Corp., Carolina Panthers Charities and Carolina Panthers players. This information should include previous partnerships, financial support, stadium usage, in-kind gifts and player appearances in support of your agency.

Please list answers below:



## HOMETOWN HUDDLE GRANT APPLICATION

5/6

### **NARRATIVE**

*Answers continued from page 4:*

[Empty text area for narrative response]

# HOMETOWN HUDDLE GRANT APPLICATION

## PROJECT BUDGET FORM

Applicant \_\_\_\_\_

Project \_\_\_\_\_ Time Period Covered \_\_\_\_\_

### SECTION ONE - PROJECT INCOME

( Check One )

<i>FUNDING SOURCES: List each actual and/or anticipated source of funding for this project ONLY. Do not include in-kind support.</i>	<i>Amount</i>	<i>Funds Committed</i>	<i>Funds Requested</i>
CAROLINA PANTHERS HOMETOWN HUDDLE GRANT (BOX 1)			
<b>TOTAL PROJECT INCOME (BOX 2)</b>			

### SECTION TWO - PROJECT EXPENSES

<i>EXPENSE ITEMS: List expense items for this project. On a separate page, provide brief descriptions of any items which are not self-explanatory.</i>	<i>Amount</i>	<i>Amount of item to be funded from Carolina Panthers Hometown Huddle Grant</i>
<b>TOTAL PROJECT EXPENSE</b>		

Should match Box 2 above

Should match Box 1 above